

DATA ON INTERNATIONAL TOURISM IN ROMANIA

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Abstract: *Tourism is the economic activity that can sustain, like other economic branches, the economy of a country. Over time, from the statistical data held by the World Tourism Organization, there is a continuous, annual increase in the number of tourists worldwide. As in any field of activity, in tourism the balance between imports and exports has a significant role.*

Romania is a European country with a rich and diverse natural and anthropogenic heritage, capable of supporting tourism and its sustainable development. A phenomenon registered in the Romanian tourism, more precisely in the tourist circulation in Romania, is related to the Romanian tourists traveling across the borders, which negatively influences tourism revenues.

The evolution of the outgoing tourism in Romania in the last ten years is not one that will positively influence Romanian tourism, since Romanian tourists prefer to spend most of their free time across the country's borders.

Keywords: *tourism, international tourism, outgoing, outboard, incoming, inbound*

INTRODUCTION

Tourism is one of the activities that develops internationally every year and promotes tolerance and world peace.

There are a number of factors that influence this field of activity, which can be classified into different categories. If we consider their importance as a criterion, the factors can be classified into primary and secondary, and if the chosen criterion is the nature of their origin and the meaning of their intervention, there are two groups: exogenous and endogenous factors. A presentation of these factors highlights the complexity of the tourism activity (table 1).

Table 1. Factors influencing tourism

Criterion	Category	Factors
Their importance	Primary	<ul style="list-style-type: none"> - incomes; - free time; - demographics, - education; - tourist offer (tourist resources, accommodation facilities, food service units, transport, treatment facilities, leisure);
	Secondary	<ul style="list-style-type: none"> - international cooperation; - visa facilities; - organizational measures; - security; - additional services;
Nature of origin and meaning of intervention	Exogenous	<ul style="list-style-type: none"> - rate of natural increase; - urbanization increase; - educational increase; - free time; - incomes; - mobility of the population due to motorization;
	Endogenous	<ul style="list-style-type: none"> - launching of new tourist products; - diversification of the range of services offered; - increasing the level of training of the tourism personnel.

In the last years, leisure has been included in the category of primary or basic factors, as the majority of tourists prefer active tourism and choose their destination for spending their free time depending on their existence, sometimes being the main reason for their travel.

Exogenous factors stimulate the development of tourism globally as they are generally external to this activity, and endogenous factors are those that act from within the tourism.

Free time is one of the most important factors influencing tourism, and given the fact that the number of free days and holidays has increased, it is natural for tourism to be boosted. The performances of the means of transport have led to the shortening of time for travel, which is beneficial to tourism.

The safety of tourists is particularly important, as it is manifesting itself in the direction of freedom of movement, and of the safety of the health state. Eliminating the risks during travel, but also during the stay in the chosen destination offers comfort and stress release to the tourist.

In turn, population incomes represent an essential condition for the manifestation of the tourist demand, thus the increase of the individual incomes influences the consumption structure and the access of the different social categories to tourism. The level of income determines the form of tourism practiced (short or long term), the quality of the tourist services (the degree of comfort), the distance to the destination, the organized or personal character of the service offered.

The emergence of new tourist destinations and the launch of new tourist products arouse the interest of tourists eager for knowledge and adventure, which leads to the development of tourism.

The action of all these factors directly influences the development of tourism.

INTERNATIONAL TOURISM - FACTS

The World Tourism Organization states that "international tourism represents the temporary displacement of the residents of one country as visitors to another country, in order to satisfy certain income generating activities in the destination country"¹

In other words, international tourism means the movement of residents from one country to another country, as tourists, for a limited period, in order to satisfy personal motivations, without providing paid work.

International tourism consists of the incoming (inbound = "inbound tourism") and outgoing (outbound = "outbound tourism") of a given country. Due to the specificity of tourism, incoming tourism represents the export and involves the bringing of foreign tourists to a country. Outgoing tourism means outbound tourism, that is, import, sending tourists to another country.

The main characteristics of international tourism are:

- travel of tourists from one country over at least one state border;
- the purpose is diverse (leisure, family, business, health, religion, etc.);

¹ Vasile Neagu, Marian Busuioc – International tourism, Romanian-American University Publishing House, Bucharest, 2005, page 12

- no paid work is provided;
- diplomats, consular representatives, refugees, immigrants, workers abroad, transit travellers, nomads, representatives of the armed forces are not included in the category of international tourists;
- hikers, visitors and tourists are included in the statistics of international tourism;
- spending time across a state border varies from less than 24 hours to a maximum of 12 months;
- the modes of transport used are air, road, water, railway.

The World Tourism Organization is the United Nations specialised agency that monitors tourism and supports its sustainable development. In this regard, a number of objectives have been defined in the 2030 Agenda²:

- no poverty;
- zero hunger;
- good health and well –being;
- quality education;
- gender equality;
- clean water and sanitation;
- affordable and clean energy;
- decent work and economic growth;
- industry, innovation and infrastructure;
- reduced inequalities;
- sustainable cities and communities;
- responsible consumption and production;
- climate action;
- life below water;
- life of land;
- peace and justice;
- partnerships for the goals.

The graphic representation of these general sustainable development objectives adopted on September 25, 2015 at the United Nations' 2030 Sustainable Development Summit, but which also applies in the case of sustainable tourism development, is highly suggestive. (fig. 1)

² Agenda 2030 for Sustainable Development, together with the Sustainable Development Objectives (SDO), <https://www.unwto.org/tourism-in-2030-agenda->



Fig. 1 Representation of the sustainable development objectives

Source: <https://www.un-page.org/page-and-sustainable-development-goals>; and <https://www.unwto.org/tourism-in-2030-agenda>

Sustainable tourism can play an important role in achieving the general objectives, contributing to the preservation of natural biodiversity, peace, multiculturalism, raising the level of preparedness and implicitly the standard of living, reducing unemployment, economic growth of a country and promoting local products, the development of the general infrastructure and the use of energy from alternative sources, maintaining the health of the population, preserving the natural and anthropogenic tourist resources and, last but not least, reducing pollution.

The flows of international tourists are measured by customs reports, statistical surveys, and records of the accommodation facilities. The World Tourism Organization centralizes the data received from the member countries, and so we can track the evolution of the number of tourists, the expenses incurred and the incomes obtained by this "industry", tourists' preferences and trends.

Table 2. Evolution of the number of tourists worldwide (millions of people)

Region	Year 2010	2018	2019
Total global	952	1407	1461
Europe	487	716,1	742,3
Asia and Pacific	208,2	347,7	363,6
America	150,3	215,7	220,1
Africa	50,4	68,4	71,2
Middle East	56,1	59,4	63,9

Source: World Tourism Organization (UNWTO) Barometer, vol. 18, no.1, January 2020

The number of tourists traveling annually for tourism worldwide has registered significant increases (Table 2), in all regions, most tourists being registered in Europe. Among the top ten countries that attract tourists are also the majority of the countries on the old continent (table 3). With all the problems related to economy, migration, terrorist attacks, the first five places are taken by the same states, with annual increases in the number of tourists. France ranks first, with a share of 6.35% of the total registered tourists worldwide in 2018, and 12.48% of the total registered tourists arriving in Europe, in the same year. The only country to have experienced a decline in the number of tourists was the United Kingdom, which is largely due to the discussions and negotiations related to Brexit (exit from the European Union).

Table 3. Top countries with the most tourists arrivals (millions of people)

Rank in 2017	Rank in 2018	Country	Number of tourists 2017 (million persons)	Number of tourists 2018 (million persons)
1	1	France	86,9	89,4
2	2	Spain	81,8	82,8
3	3	USA	76,9	79,7
4	4	China	60,7	62,9
5	5	Italy	58,3	61,6
8	6	Turkey	37,6	45,8
6	7	Mexico	39,3	41,3
9	8	Germany	37,5	38,9
10	9	Thailand	35,6	38,2
7	10	Great Britain	37,7	36,3

The hierarchy in the top ten countries with the most tourist arrivals does not correspond to that of the countries with the highest tourism revenues. In this ranking (table 4), on the first place is the USA, at great distance from the following ones. The difference between the revenues obtained by the USA and China, the last one ranked in this top, is 174.1 billion US dollars (it is known that the Americans have the leisure and complementary services segment better developed).

Table 4. Top countries with the highest tourism revenues

Rank in 2017	Rank in 2018	Country	Revenues from tourism 2017 (billion US dollars)	Revenues from tourism 2018 (billion US dollars)
1	1	USA	210,7	214,5
2	2	Spain	75,3	81,5
3	3	France	58,9	65,5
4	4	Thailand	56,9	63,0
5	5	Great Britain	47,5	51,9
6	6	Italy	44,2	49,3
7	7	Australia	41,7	45,0
8	8	Germany	39,9	43,0
11	9	Japan	34,1	42,1
10	10	Macao-China	36,6	40,5
9	11	China	38,6	40,4

Table 5. Top countries by international tourist expenses

Rank in 2017	Rank in 2018	Country	International tourist expenses 2017 (billion US dollars)	International tourist expenses 2018 (billion US dollars)
1	1	China	257,9	277,3
2	2	USA	135,0	144,2
3	3	Germany	81,9	95,6
4	4	Great Britain	65,0	69,0
5	5	France	42,8	47,9
7	6	Australia	34,4	37,0
8	7	South Korea	31,7	35,1
6	8	Canada	34,7	34,4
9	9	Russia	31,1	34,3
10	10	Italy	27,7	30,1

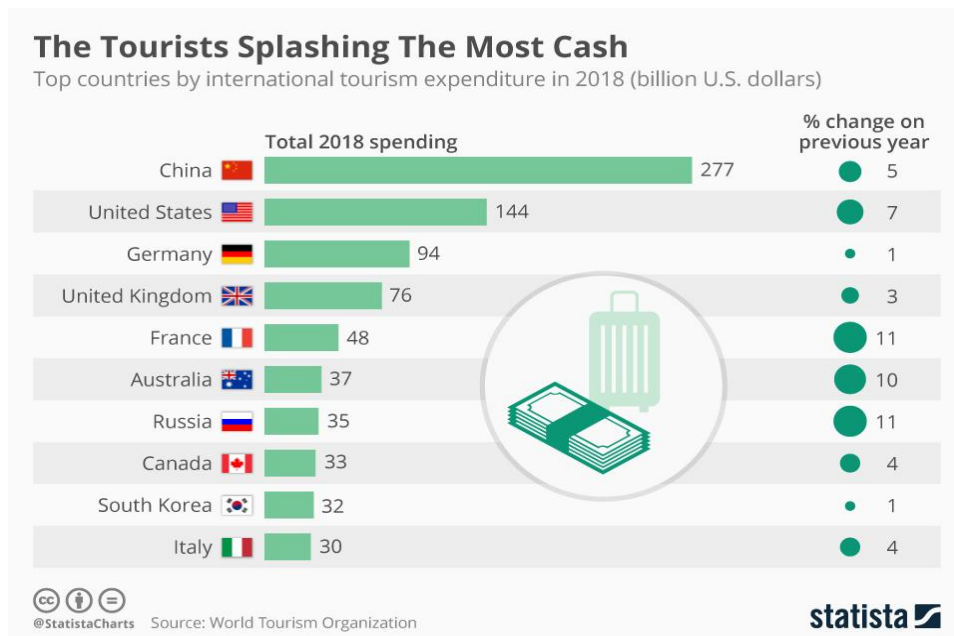


Fig.2 Top countries in terms of tourism expenses

Source: <https://www.statista.com/chart/15588/international-tourism-expenditure-in-2018/>

China ranks first in the top countries with the highest tourism expenses, and is seconded by the USA (figure 2). Therefore, we can say that the most spending tourists are those coming from big, economically powerful states.

The UNWTO (World Tourism Organization), through its specialists, estimated that at international level in 1950 there were 25 million tourists. Over the years there have been massive increases in the number of tourists, which has led to some forecasts. According to these forecasts, 1.360 million tourists were expected to register worldwide in 2020, and in ten years' time, in 2030, 1.809 million tourists (figure 3). The reality is different, in 2019 there were already 1.461 million tourists, which makes us believe that, under unchanged conditions, without disturbing factors, by 2030, the number of tourists arriving internationally will exceed 2.000 million.

At the beginning of 2020, unfortunately, the population of the world is facing an unexpected situation, a COVID 19 coronavirus pandemic, which will certainly affect tourism. We can say that the measures taken by the states of the world to stop the spread of the disease and of deaths are extreme, referring to the free movement of people, the isolation of states by closing state borders, closing or diminishing the

majority of economic activities, not just to those related to tourism. The global economic crisis will have repercussions on all economic sectors and on people's lives. Therefore, the entire population of the world will suffer and, depending on the duration of this pandemic and the size of the economic crisis, the possibility of access to tourism will be reduced.

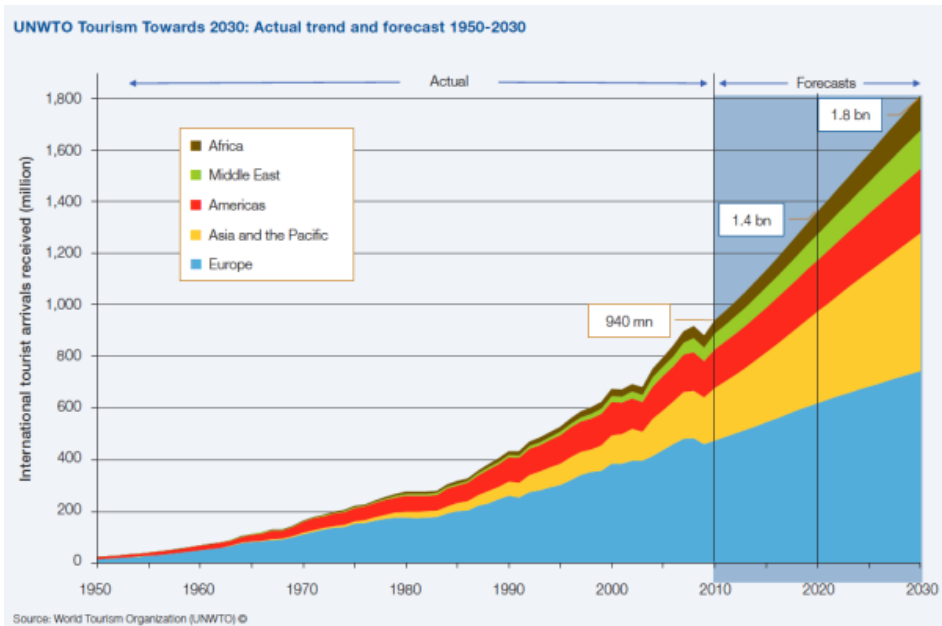


Fig.3 Forecasts regarding the number of international tourist arrivals
 Source: UNWTO, 2017. United Nations World Tourism Organization Tourism Highlights 2017 edition. UNWTO. Madrid.

In the current situation, we can notice the importance and the action of the factors that support the development of tourism at international level.

ROMANIAN INCOMING AND OUTGOING TOURISM

Romania is one of the European countries with sufficient untapped tourism potential. Its tourist resources are both natural and anthropogenic, some of them included on the UNESCO heritage list.

The evolution of the number of tourists arriving and staying in Romania is increasing, in trend with the evolution at international level (table 6)

Table 6. Evolution of the number of tourists in Romania

Number of tourists (persons)	Year 2000	Year 2010	Year 2017	Year 2018
Total	4920129	6072757	12143346	12905131
Romanians	4053205	4726414	9383266	10108509
Foreigners	867024	1346343	2760080	2796622

Source: www.insse.ro- Tempo Online- TUR 104C

The number of foreigners who came to Romania has increased, but their share in the total registered tourists has seen a decrease of 1.06% in the last analysed year. If in 2000 the number of foreign tourists represented 17.62% of the total number of tourists registered in the country, in 2010 they represented 22.17% of the total tourists, registering an increase of 4.55%. The year 2017 is the one that registered the highest share of foreign tourists in Romania, i.e. 22.73% of the total number of tourists but unfortunately, this percentage did not increase in 2018. On the contrary, it slightly decreased, but could still raise questions to the Romanian officials and tourism entrepreneurs. The preference of foreign tourists arriving in 2018 goes to the country's capital, Bucharest, and to the other big cities of Romania (table 7).

Table 7 Preference of foreign tourists arriving in Romania in 2018

Area	Spa resorts	Seaside area	Mountain area	Danube Delta	Bucharest + county seat cities	Other localities and tourist trails
Number of tourists (persons)	39478	35345	219298	25354	2147764	329383

Source: www.insse.ro- Tempo Online- TUR 104C

If we take into consideration Romanian tourists' travels across the state border for tourist purposes, the travels on their own and the travels through travel agencies stand out.

The evolution of the number of Romanian tourists registered at the border has evolved annually, reaching 21039 thousand people in 2018. This number does not mean that so many Romanians went on vacation in another country, but that a Romanian was able to leave the country several

times throughout the year. The preferred mode of transport for traveling across the border was the road (Table 8).

Table 8. Travels of Romanians abroad according to the modes of transport used

Modes of transport	Year 2000 Number of persons (thousands)	Year 2010 Number of persons (thousands)	Year 2017 Number of persons (thousands)	Year 2018 Number of persons (thousands)
Road	5018	8261	13835	14369
Rail	687	195	95	104
Air	535	2416	5998	6541
Water	148	19	25	25
Total	6388	10905	19953	21039

Source: www.insse.ro Tempo Online

The number of Romanian tourists participating in outgoing tourism activities organized by travel agencies was also on the rise in all the analysed years (table 9). Tourists have chosen to buy tour packages from tour operators and from retailer travel agencies.

Table 9. Number of resident persons who crossed the border of Romania participating in tourist actions organized by travel agents

Type of travel agency	Year 2010 No. of persons	Year 2017 No. of persons	Year 2018 No. of persons
Tour operators	257235	635816	646663
Retailer agencies	54051	126720	279128
Total	311286	762536	925791

Source: www.insse.ro Tempo-online

The preferences of Romanians for spending their free time abroad in 2018 go to Europe (92.7% of all these tourists) and then, by a huge margin to Asia (4.39% of all these tourists). This is due to the offers of travel agencies (Table 10).

Table 10. Destinations to which Romanian tourists went through travel agencies in 2018

Destination area	No. of tourists (persons)
Europe	858268
Africa	18579
North America	5985
Central and South America	5166
Asia	37674
Australia, Oceania and other territories	119
Total	925791

Source: www.insse.ro Tempo-online – processed data

The number of Romanian tourists who go abroad through travel agencies is low, compared to the number of Romanians crossing the border on their own.

The increase in the number of people crossing the border of Romania is not the best phenomenon for the national economy, but there is still the desire of Romanians to discover other cultures and live new experiences. In addition to the desire for knowledge, among other things, the various tourist packages of the travel agencies, the lower rates for the trips organized for groups, the possibility of paying in instalments, early booking or last minute tourist packages, affordable plane tickets, the freedom of movement, the movement in the EU countries only with the ID card, contribute to choosing the holiday destination.

CONCLUSIONS

International tourism has seen significant increases over time, being influenced by a number of factors that act, most often correlated.

Worldwide, the forecasts made by specialists have exceeded in recent years, so the number of tourists registered in 2019, 1461 million people was higher than the forecast of 1360 million people for 2020.

The main tourist issuing countries are China, the USA, Germany - economically developed countries. In this regard, it is noted that tourists spend the most money for holidays abroad.

The first three tourist receiving countries are France, Spain, the USA, each offering different packages for leisure and relaxation tourism, knowledge, sports, spa, scientific, medical, business tourism.

Romania has multiple tourist resources, but they are not yet sufficiently and sustainably exploited. This is why it cannot consistently attract tourists from other countries. However, the number of those arriving is increasing.

The number of Romanians who go abroad to spend their free time is high and increasing. Romanians' preferences are directed especially to destinations in Europe, which is due to the shorter distances, attractive offers, the quality of the services in the receiving countries, the businesses, the relatives established outside Romania, the border crossing facilities.

The future development of sustainable tourism in Romania will diminish the travels of Romanian tourists abroad and will attract more foreign tourists.

Under the current conditions of pandemic, isolation and economic downturn, it is unlikely that international tourism will continue to increase, but on the contrary, a drastic decline in the number of tourists is expected, as well as the closing and bankruptcy of companies with a tourism-services profile.

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